

MINUTES FOR ECONOMIC DEVELOPMENT COMMITTEE

July 8, 2014

Called to order at 7:20 p.m.

Present: Lana Razdan, Rollyn Hoffman, Peter Beacham, Theresa Scatterday, Jim Cox

Absent: Rob Liebow, Steve Attwood

Guests: Ken Riehl, Peter Webber, DJ Tardiff

➤ **Minutes of the Meeting of June 10, 2014**

Approved.

➤ **Chamber of Commerce Presentation and Discussion**

Ken Riehl presented an overview of the Chamber's new personnel, its intended programming for Rockport, and described a three-pronged focus on promotion, economic development, and education. A discussion about goals and expectations and future collaborative efforts ensued.

➤ **Promotional RFP**

Lana reported that a contract had been signed by the BOS with Warner Communications for a one-year period. Principals from the firm will be meeting with the EDC at its next meeting scheduled for August 12th.

➤ **Festivals**

EDC will continue to follow up on leads generated by meeting.

➤ **Real Estate Focus Group**

Theresa will work with Lana to get out survey via PTO and will seek fall dates for survey and focus group activities.

➤ **Mobile App**

Soft launch; collateral to follow to build user base.

➤ **Date of Next Meeting**

August 12, 2014

The meeting adjourned at 9:40 p.m.